

# How to succeed as an entrepreneur

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Have you been bitten by the entrepreneurial bug? If yes, then keep in mind that the journey won't be easy, especially where modern business needs are radically changing in this rapidly pacing era. The increasing pressure to deliver 'more for less' is a challenge inclusive of all industries and business sectors.

No matter how enticing it seems to be the master of your own, having to not take orders from anyone, the journey of entrepreneurship is not easy. It's filled with hurdles along the way and requires you to think and evaluate your every move before you play it, say for example a game of poker.



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Nine-to-five jobs have limitations, whereas being a business owner is more than having a full-time job, it's a lifestyle. When you are an entrepreneur, you live and breathe your business. Every day, there are loads of decisions to make which directly or indirectly impacts the success of your business and your bottom line.

## How do you know you've been bitten?

That's easy! Just keep observing yourself, look around for signs and symptoms. For example, do you find yourself lost in constant thoughts of running your startup all day long? Are you a risk-taker? Can you don multiple hats at once; be creative, analytical, financial planner when needed- like a magician? An entrepreneur is a unique blend of risk-takers, mad scientists, hope addicts, and magician.



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Well, if you are showing these symptoms, then it's proved that the entrepreneurship bug has bitten you for sure.

## **Don't try to be what you are not - a wannabe entrepreneur**

There is a new predicament faced by most of you; i.e., the word 'entrepreneur' glamorised via countless multi-million-dollar venture capital articles or glossy magazine covers. Like it or not, but everyone wants to become a part of the mysterious entrepreneur wolfpack too.

Well, I personally don't want to step on any toes here, all I just want to say is that everybody wants to grow self-proclaimed entrepreneurs in their spaces. No, it never works like that- you shouldn't toss it around just because you like the way it sounds. Plus, referring to yourself as an entrepreneur or an innovator isn't going to make you one. I am sorry if I have disheartened your feelings, but it is very important to burst your bubble.

Down below I would like to mention a few attributes that a wannabe entrepreneur comprises of.

- You don't have a business model
- Too much focus on raising money
- You aren't a risk taker
- Your ideas aren't even the slightest bit innovative
- You boast a lot

## **So what needs to be done instead?**

### **1. Be one of a kind**

You never stop learning. Period. The key is always to keep an open mind and be ready to accept that there might be something that you do not know and should learn about. Be the best version of you, keep yourself updated, don't be afraid to make mistakes and correct them. There's just one catch. You've got to start somewhere. Don't wait for the ideas and opportunities to materialise out in the air. Embarking on a journey and gaining from one's own mistakes is the best way out

to learn. And for you as an entrepreneur, you require to jump off the cliff with both feet and truly enjoy the adventure.

## **2. Take control**

Humans can feel helpless at times but an entrepreneur cannot. The opportunity is right there all you need to do is take a leap of faith and step forward. The world is brimmed with endless possibilities so keep watching all intricacies of the market and come up with a kick-ass solution.

According to television presenter and entrepreneur, Samir Kochhar, the ball is always in your court, and it is up to you whether you wish to score or pass it to the opposing team - meaning your success is the result of your own efforts.

## **3. Steer away from negativity**

Knowing what to love and what to loathe is very important. The perspective you choose will drive the level of success of your business. Get rid of the things, emotions, people that can kill your dream. It's pretty simple, do what you love and if you can't, start enjoying what you do.

## **4. Know what the real challenge is?**

Have you ever thought that your passion could make some difference a solid one? Many say success is all about hard work and pleasant circumstances. But I say, create a sweet spot by intersecting your passion with what's good for your end-users. Long working hours, sleepless nights, negotiations, endless discussions, failure, hard work, and belief would somewhat become familiar words to make your dream a reality.

## **5. Be prepared for change**

Entrepreneurship affects you personally and professionally. Let me show you how? You become more accountable, more empathetic, a three-dimensional thinker, more confident, and what not! More importantly, you will be able to face your fears, learn how to slay your dragons or run for cover by owning a business.

Wondering will you be able to do the right thing? Well, you can! After all, the only thing that will stop you from fulfilling your dreams is you!

## **ABOUT THE AUTHOR**

Coming from technical background and while working as a manager with custom application development company [[<https://www.tatvasoft.com/> Tatvasoft.com]], Vikash Kumar has developed a passion of sharing knowledge on technical trends that are being currently inherited. Contact Vikash on [[<https://www.linkedin.com/in/vikash-kumar-ba9a30148/> LinkedIn]].

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